

President Report

- Focus was on three main areas this past year
 - Marketing
 - Funding (Partners Program)
 - Resource/Education

Marketing

- Web site
 - Completed a Web Site redesign
 - Fresh updated look
 - Guideline's now available for electronic download
 - Continued web site development is needed
 - Content and links
 - How to effectively utilize Social Media?
 - Alan Miller has agreed to provide leadership in coordinating Web activities.
 - Funds will need to be dedicated for additional development

Marketing

- Council participated in a number of trade shows this past year thanks primarily to the efforts of Phyllis Parks and Joe Daughhete.
 - ABA (Omaha, NE.)
 - NAFBAS (Louisville, KY.)
 - NILE (Billings, MT)
 - Wisconsin Ag Bankers
 - Kansas Ag Bankers

Marketing

- Much yet to accomplish in this area
- Past focus has been on development of guidelines and standards, now we have to focus on reaching targeted audiences.
- Would recommend we consider changing or adding “marketing” to communication committee title.

Funding

- Partner's Program
 - Continues to evolve
 - Working on standardizing the process and identifying best practices.
 - Letter's sent to Partner's on current initiatives Council is working on.
 - Need to continue to build relationships in this area along with identifying additional Partner's

Funding

- AgFATE
 - Significant sponsorship funding will be needed
 - Will also require cost for development and delivery of sponsorship solicitations
 - Coordinated effort, must have name recognition (authors/developers/endorsers) to show potential sponsors

Resource/Education

- Technical committee continues to address current issues and serve as a national forum.
- AgFATE – Utilize Financial Guidelines in developing Web-based financial risk management education modules along with modules breaking down the 21 ratios.

Summary

- Mission – Create and promote uniformity and integrity in financial reporting and analysis for agriculture producers.
- Vision – To be recognized as the definitive resource of financial guidelines to benefit agriculture producers.
- AgFATE – If developed, will enhance the Council's vision statement in providing a education resource to agriculture producers and individuals involved in the agriculture industry.